Fashion Calendar 1947

JANUARY

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RUTH FINLEY, EDITOR • FRANCES HUGHES, ASSOCIATE EDITOR
44 WEST 52ND STREET NEW YORK 19, N. Y. ELDORADO 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, JUNE 6, 1947

Now Going On	SHOWING OF FALL COLLECTION	BON RAY DANCE FROCKS	525 SEVENTH AVE. SHOWROOM

Showing of Bon Ray's new Fall collection of Junior Dinner, Evening, Bridal and Bridesmaid's gowns designed by Celia Phillips. By appointment. Contact: WI. 7-0818.

Just Published	"A WONDERFUL YOU" BEAUTY GUIDE	MILDRED FEELY HART; CHARLOTTE W. WILKINSON	GREENBERG: PUBLISHER (201 EAST 57TH ST.)

"A Wonderful You--the Modern Woman's Guide to Poise, Charm and Beauty" by Charlotte Wright Wilkinson and Mildred Feely Hart, contains information on makeup, good grooming, fashion, etiquette, travel, entertaining, posture, good health, and conversation. Price: $2.00. Contact: Greenberg: Publisher, 201 East 57th St., PL. 9-1450.

Friday June 6 12:00 Noon Luncheon	GRADUATION LUNCHEON OF FASHION CLASS	LABORATORY INSTITUTE OF MERCHANDISE	WALDORF-ASTORIA JADE & BASILDON ROOMS

165 young women graduates representing every section of the United States (and Hawaii) will be guests of this fashion career school at a formal graduation ceremony and luncheon. Guest speakers: Nathan Ohrbach, Chairman of the Board, Ohrbach's; Jane Engel; and Michael Schaap, Chairman of the Board, Bloomingdale's. Attendance by invitation only. Publicity: Ellen Nolan, CH. 4-5288.

Friday June 6- June 14	TWENTY-FOURTH ANNUAL FASHION EXHIBITION	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

Exhibition of student work covering the varied aspects of a career in fashion, demonstrating costume design and illustration, water color, pen and ink and wash, draping, patternmaking, clothing construction. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.

WEEK BEGINNING MONDAY, JUNE 9, 1947

Monday June 9 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW: FUR FASHIONS	MAXIMILIAN	HOTEL PLAZA GRAND BALLROOM

Maximilian's trend-setting Fall and Winter collection of fur designs. (This showing was postponed from Wednesday, May 28.) Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.

Opening Monday June 9	OPENING OF NEW WOMEN'S SHOP	BLOOMINGDALE'S (59TH ST. & LEXINGTON)	4TH FLOOR

Opening of Bloomingdale's new Women's Department, specializing in daytime and evening dresses, suits, coats, blouses, sportswear, maternity clothes. Informal modeling from 11:00 A.M. to 3:00 P.M., June 9 to June 13. Open to public. Publicity: Karen Hollis, VO. 5-5900.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Week of June 9	FORMAL OPENINGS BY MEMBERS OF THE LOS ANGELES AND HOLLYWOOD MILLINERY GUILD AND THE SAN FRANCISCO MILLINERY GUILD.		
Monday June 9- June 13	FALL CORSET MARKET WEEK OF CORSET AND BRASSIERE ASSOCIATION OF AMERICA AND ASSOCIATED CORSET AND BRASSIERE MANUFACTURERS, AT HOTEL NEW YORKER. Contact: Jed Sylbert, 220 Fifth Ave., MU. 3-1593.		
Monday June 9- June 14	EXHIBITION OF ILLUSTRATIVE ART	N. Y.-PHOENIX SCHOOL OF DESIGN	160 LEXINGTON AVENUE (AT 30TH STREET)
	Annual Exhibition of all kinds of illustrative art, by students of the New York-Phoenix School of Design, to be held Monday through Saturday from 10:00 A.M. to 4:00 P.M., with evening showings Monday and Friday, 7:00 P.M. to 9:00 P.M. Open to public. Contact: Mrs. M. R. Robinson, CA. 5-2973.		
Tuesday June 10 11:00 A.M.	PRESS SHOWING OF ADVANCE FALL MILLINERY	ROBERT DUDLEY	54 EAST 56TH STREET SHOWROOM
	Robert Dudley will present his advance Fall hat collection to the press, featuring "The Continental Look," prior to his departure for London with this collection, where he will show at the Salon of Hugh Beresford, Berkeley Square. By invitation only. Contact: Robert Dudley, PL. 5-2537.		
Tuesday June 10- June 14 11:00 A.M.- 11:00 P.M. (Public)	FIRST NATIONAL EXPOSITION OF TEXTILES	EXHIBITIONS OF FASHION (36 WEST 47TH STREET)	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
	Textiles of the future for fashions of the future 'round the world showing newest developments in all phases of the textile-apparel field (including fabrics, accessories and factory equipment). The entire 4 floors of Grand Central Palace will be turned into a giant stage spotlighting advancements in fashion products for men's and women's apparel from Czechoslovakia, Switzerland, Latin-America and other noted textile centers, while a special auditorium will highlight "live" shows. The Millinery Fashion Bureau will present a group of hats specially designed in new fabrics by leading uptown milliners (Wednesday, June 11, at 2:30 P.M. and 8:30 P.M.). The Silk Guild of America will show fashions by Trigere and Martini in Doucet Fabrics (Thursday, June 12), with commentary by Alex Bennett Kahn. Paramount Pictures will present a "Perils of Pauline" fashion show (Friday, June 13), staged by the Barbizon Studio of Fashion Modeling. Admission: Educational tickets, 63¢ plus tax, for high school, college and vocational school students, dressmakers and interior decorators. Tickets for the general public: $1.00 plus tax. For fashion industry, free admission during the week. Tickets for trade week through exhibitors or at Exhibitions of Fashion. On June 10, the show will open at 7:00 P.M. Contact: Dee Edwards, Bert Nevins, Inc., WI. 7-9715.		
Tuesday June 10 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
	"Headlines and Hemlines" -- Fall trends in millinery silhouettes, colors, and media. Showing of hats selected from a group of New York's leading milliners. Commentator: Maud G. Moody, Millinery Editor, Women's Wear Daily. Chairman, Millinery Division: Peg Fischer. Price: $3.50 for members; $3.75 for guests (including tax and tip). Unlimited guest privilege. Reservations, either by mail or telephone, close Monday, June 9, 5:00 P.M. Contact: The Fashion Group, Inc., CI. 7-3940.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 10	PRESS PREVIEW OF CHINESE ART PHOTOS	METROPOLITAN MUSEUM OF ART	BALCONY 5TH AVE. & 82ND ST.

"Recent Discoveries in Chinese Architecture" -- an exhibition of photographs presented by the Society for Research in Chinese Architecture, at the Metropolitan Museum of Art, Fifth Ave. and 82nd St. Public opening on Friday, June 13. Attendance by invitation. Publicity: Lillian Green, RH. 4-7690.

Tuesday June 10- June 13; June 17- June 20	OPENING OF FALL COLLECTION	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM

Opening of Ceil Chapman's new collection with showings at 10:30 A.M. and 2:30 P.M. from June 10th to June 13th, and at 2:30 P.M. only from June 17th to June 20th. Contact: LA. 4-5800.

Wednesday June 11 11:00 A.M.	PRESS SHOWING OF ADVANCE FUR FASHIONS	B. WEINSTEIN	7 EAST 57TH STREET SALON

B. Weinstein present their advance Fall and Winter fur originals in their Second Floor Salon. (Show originally scheduled for June 4). Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.

Wednesday June 11 12:00 Noon Luncheon	LUNCHEON AND FASHION CONSTRUCTION CLINIC	ARMS TEXTILE MFG. CO. (51 MADISON AVENUE)	HOTEL McALPIN

Fashion Construction Clinic, under auspices of the Arms Textile Manufacturing Company, at which an expert on construction will give an illustrated lecture during luncheon, showing what good basic features in construction are available to buyers today. Attendance by invitation only. Contact: Sam Cook Singer, Retail Consultant, Arms Textile Manufacturing Co., 51 Madison Ave., MU. 7-6695.

Wednesday June 11 12:30 P.M. Luncheon	FASHION SHOWING OF AMERICAN KNIT GLOVES	ASSOCIATION OF KNITTED GLOVE & MITTEN MNFRS.	HOTEL PLAZA BALLROOM

Back-to-School promotion, publicity plans and fashions for American Knit Gloves. Attendance by invitation only. Publicity: Claire A. Wolff, Public Relations, LO. 5-5978.

Wednesday June 11 4:00 P.M.- 7:00 P.M. Cocktails	NAT'L SEWING CONTEST FASHION SHOWING	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM

Seventh annual National Sewing Contest fashion show, at which 8 national prize-winning and 30 other garments from 41 major U. S. cities will be modeled and one hundred dollar National First Prizes awarded. Judges include: John-Frederics, Dorothy Kilgallen, columnist and radio commentator; Hazel Rawson Cades, Woman's Home Companion; Anne Mullaney, Fabric Editor, Women's Wear Daily; Dorothy Roe, Women's Editor, Associated Press; Anna Tighe, Assistant Director of Sewing, New York City Board of Education; and Nellie S. Buckey, Connecticut State Supervisor, Home Economics Education. Mistress of Ceremonies: Vyvyan Donner, Women's Editor, Movietone News, Inc. Press invited. Publicity: Grace Turner, MU. 2-6560.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 12- June 21 11:00 A.M.- 11:00 P.M.	THE FASHION FAIR	LEADER ENTERPRISES, INC. (Jerry Finkelstein, Pres.)	MADISON SQUARE GARDEN EXPOSITION HALL

Exposition of all aspects of the fashion apparel and related industries with music, choreography and design to dramatize the products. The Fair will occupy the Madison Square Garden Exposition Hall and the daily program will include a special "haute couture" presentation featuring gowns of Hattie Carnegie, Fira Benenson, Julio Laffitte, Valentina, Nettie Rosenstein, Castillo, Sophie, Oleg Cassini, Priscilla of Henri Bendel, and Bergdorf Goodman; also living fashions from Mademoiselle and Charm magazines and four additional stage presentations presenting the creations of America's leading designers. The "Midway of Fashion" will show static fashion displays as well as live shows built around them. Honorary Chairman: Governor Thomas E. Dewey. Chairman: Tex McCrary, radio and television producer. Producer: Leon Leonidoff, Radio City Music Hall. Designer: Raoul Pene duBois, Broadway and Hollywood stage designer. Executive Director: Lester Stone. Merchandising Director: Sam Cook Singer. Fashion Counsellor: June Hamilton Rhodes, Bureau of Fashion Trends. Executive Secretary: Shirley Spaulding, Fashion Director of Fashion Trades. Tickets: $2.00 (plus tax). The Fair will be open daily 11:00 A.M. to 11:00 P.M. Opening day to benefit The Society of Memorial Center. Contact: Shirley Spaulding or Antoinette Spitzer, The Fashion Fair, 630 Fifth Avenue, CI. 7-2494.

June 14 — FLAG DAY (Saturday)

June 15 — FATHER'S DAY (Sunday)

This year's theme: "Presenting Father as the Builder of his Children's Future -- Building a Strong America through Wholesome Child Upbringing."

Publicity: Rena Scheer, National Council for the Promotion of Father's Day, MU. 7-6952.

June 16 — FIRST UNIFIED OPENING FOR THE LADIES' HANDBAG INDUSTRY IN NEW YORK. Contact: National Authority for the Ladies' Handbag Industry, AS. 4-6969.

Monday June 16 11:00 A.M.	SHOWING OF ITALIAN HANDICRAFT	HOUSE OF ITALIAN HANDICRAFT	217 EAST 49TH STREET

The House of Italian Handicraft will present the "A. P. E. M." ("Artists Producing for Export, Milan"), in cooperation with Fell-Hunt Ltd., U. S. agent for "A. P. E. M." By invitation only. Contact: PL. 9-3190.

Monday June 16 12:30 P.M. Luncheon	PRESS PREVIEW OF FALL COLLECTION	BUXTON, INC.	PARK LANE HOTEL PETIT SALON

Luncheon and private showing for the fashion press of the Buxton Fall line of billfolds and Key-Tainers, etc. Attendance by invitation only. Publicity: Marcella Holmes, J. Walter Thompson, MU. 3-2000.

Monday June 16- June 20	NEW YORK STATIONERY SHOW	GEORGE F. LITTLE MANAGEMENT, INC.	HOTEL NEW YORKER 5TH - 8TH FLOORS

The old and the new in stationery, presented under the direction of the George F. Little Management Co., Inc., AS. 4-3161.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 16	MEMBERS' FINE ARTS EXHIBITION	ART DIRECTORS CLUB	AMERICAN-BRITISH ART CENTER

Opening of the Members' Fine Arts Exhibition of the Art Directors' Club at the American-British Art Center (44 West 56th St.), with awards to the outstanding works in each of the four fields -- sculpture, drawing, oil and water color. Chairman: Souren Ermoyen. Publicity: Leonard Smith and Associates, MU. 7-6732.

Tuesday June 17 10:00 A.M. Breakfast	MILLINERY SHOWING AT MOVIE PREVIEW	FLORENCE REICHMAN	PARK AVENUE THEATRE 59TH ST. & PARK AVE.

Showing of a group of Florence Reichman hats, as inspired by Joan Fontaine's millinery in the Universal-International motion picture "Ivy". The fashion show will be followed by a preview of the movie. Attendance by invitation only. Contact: Florence Reichman, PL. 8-1525.

Wednesday June 18 2:30 P.M.	FLOWER SHOW AND LECTURE	HORTICULTURAL SOCIETY OF N.Y.	598 MADISON AVENUE

"Clematis"--an illustrated lecture with slides, by Mrs. Charles Platt, and a flower show highlighting roses, sweet peas and delphinium. Open to public. Publicity: Elizabeth Peterson, PL. 3-8651.

Thursday June 19 12:15 P.M. Luncheon	STUDENT FASHION AND FABRIC REVUE	N.Y. BOARD OF TRADE --TEXTILE SECTION	HOTEL PENNSYLVANIA

A fashion show and fabric revue, produced and directed by students from N. Y.'s Fashion Institute of Technology and Design, presented at a luncheon sponsored by the Textile Section of the New York Board of Trade. Speaker: Dr. Mortimer G. Ritter, Director of the Institute. Tickets: $4.50 (including tax and tip). Press by invitation. Proceeds toward the establishment of a scholarship at the Institute. Contact: Mrs. Evaline Truitt, Secretary, 291 Broadway, BA. 7-9494.

June 21 FIRST DAY OF SUMMER (Saturday)

June 22 DISPLAY MARKET WEEK IN CHICAGO, ILLINOIS.

Monday June 23 1:00 P.M. Luncheon	GREEN AND WHITE FOR SUMMER	RUSSEKS	ST. REGIS HOTEL ROOF

Russeks colors its new collection of summer clothes with green and white -- "cool and frosty as a creme de menthe frappe", at a luncheon fashion show. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.

Monday June 23	OPENING OF FALL ACCESSORIES COLLECTION	NETTIE ROSENSTEIN ACCESSORIES	680 FIFTH AVENUE SHOWROOM

Opening of Nettie Rosenstein's Fall Collection of handbags and costume jewelry. By appointment. Contact: CI. 6-2190.

Week Of June 23	TWELFTH ANNUAL NATIONAL SWIM-FOR-HEALTH WEEK	SWIM-FOR-HEALTH ASSOCIATION	THROUGHOUT THE COUNTRY

Newspaper, magazine and radio advertising, and department store, specialty store and manufacturer tie-ups will dramatize the theme -- "swim for health". Contact: Martin Stern, Exec. Dir., VA. 6-0543.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 23- June 25	SECOND ANNUAL RAINWEAR CONVENTION	NATIONAL RAINWEAR MANUFACTURERS ASSN.	HOTEL NEW YORKER
	Second annual Rainwear Sales Convention at the Hotel New Yorker. (Dinner and Fashion show in Waldorf-Astoria, Grand Ballroom, June 24. See below). Publicity: Jack Berman or Bea Baris, Room 910, 350 Fifth Ave., LO.5-1845.		
Tuesday June 24 10:00 A.M. Breakfast	PRESS PREVIEW OF NEW FALL MILLINERY	SALLY VICTOR	18 EAST 53RD STREET SHOWROOM
	Sally Victor will present her Fall and Winter millinery collection to the press during breakfast. Attendance by invitation only. Publicity: Mildred Josephs, PL. 3-7450.		
Tuesday June 24 4:30 P.M.- 6:30 P.M.	FASHION SHOW: NEW RAINWEAR	LECAP	WALDORF-ASTORIA JADE ROOM
	Fall fashions in rainclothes presented at a cocktail showing. Attendance by invitation only. Publicity: Jack Berman or Bea Baris, LO. 5-1845.		
Tuesday June 24 6:00 P.M.- 10:00 P.M.	COCKTAIL PARTY, DINNER AND FASHION PRESENTATION	NATIONAL RAINWEAR MANUFACTURERS' ASSN.	WALDORF-ASTORIA GRAND BALLROOM
	Second annual rainwear fashion show and dinner sponsored by the National Rainwear Manufacturers' Association. Cocktails at 6:00 P.M.; dinner at 7:00 P.M.; fashion show at 9:00 P.M. Tickets: $15.00 per person, by invitation only. Press by invitation. Publicity: Jack Berman or Bea Baris, LO. 5-1845.		
Tuesday July 1 9:30 A.M. Breakfast	FIRST NEW YORK MILLINERY SHOWING	EMIL GEORGE	538 MADISON AVENUE SALON
	Opening of Emil George's new New York salon and showing of first millinery collection in New York at a breakfast for the press. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.		
Wednesday July 2 3:00 P.M.	PRESS PREVIEW: FALL AND WINTER MILLINERY	GERMAINE VITTU	509 MADISON AVENUE SALON (SUITE 908-10)
	Fall and Winter millinery by Germaine Vittu, presentation by Mme. Paule Madoc. Attendance by invitation. Publicity: Anna T. Moore, ST. 9-6000, Ext. 421.		
July 4	INDEPENDENCE DAY (Friday)		

WEEKEND HOLIDAY FOR INDEPENDENCE DAY

Extended holidays (the Saturday after Independence Day) will be granted employees of most stores, including Lord & Taylor, B. Altman & Co., Bergdorf Goodman, Hattie Carnegie, W. & J. Sloane, Abraham & Straus (Bklyn.), Arnold Constable, Best's, Bloomingdale's, Alfred Dunhill, Franklin Simon, Hammacher-Schlemmer, S. Harra, Georg Jensen, Lane Bryant, Mary Lewis, F. H. Loeser (Bklyn.), Macy's, Martin's (Bklyn.), Maximilian, James McCreery, McCutcheon, Namm's (Bklyn.), Peck & Peck, Russeks, John Wanamaker. Stores remaining open are: Gimbel's, Saks 34th St. Other closings will be announced later.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Week Of July 7	FIRST ANNUAL STORE MODERNIZATION SHOW	STORE MODERNIZATION (20 EAST 55TH STREET)	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.

Retail executives, architects, industrial designers, builders, etc., will participate in a series of daily merchandising clinics for retailers in major trade classifications covering store layout, merchandise arrangement, lighting, window and interior display and sales training. Managing Director: John W. H. Evans. Press by invitation. Publicity: Banner & Greif, PL. 8-0535.

Monday July 7- July 25	TENTH ANNUAL TEXTILE REFRESHER COURSES	UNITED STATES TESTING COMPANY	HOBOKEN NEW JERSEY

Tenth annual refresher course in textiles and testing techniques held at the main laboratories of the U. S. Testing Co. Classes under the direction of James Giblin, head of the Textile Design Department of the New Bedford Textile Institute. Lectures, demonstrations, and practice sessions will cover all phases of analyses on textiles and related merchandise, with special emphasis on the various processing of textile finishing and dyeing. Contact: A. L. Brassell, Vice-President, U. S. Testing Co., Hoboken, N. J.

Tuesday July 8 11:00 A.M.	FALL SHOWING OF MILLINERY COLLECTION	WALTER FLORELL	29 EAST 53RD STREET

Walter Florell's Fall and Winter Millinery collection will be presented to the press. Attendance by invitation only. Publicity: Burton M. Pell, PL. 5-0895.

Thursday July 10 9:30 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER MILLINERY	MARY GOODFELLOW	PLACE TO BE ANNOUNCED

Press breakfast and preview of Mary Goodfellow's Fall and Winter millinery. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.

Friday July 11 9:30 A.M. Breakfast	MILLINERY SHOWING FOR THE PRESS	EMME	21 EAST 56TH STREET SALON

Emme will present a breakfast showing of her new millinery collection. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.

Thursday July 17 10:30 A.M. Breakfast	FALL AND WINTER MILLINERY COLLECTION	JOHN-FREDERICS	29 EAST 48TH STREET SALON

Presentation of John-Frederics' new Fall and Winter millinery collection for the press. Attendance by invitation only. Publicity: Ruth Ann French, PL. 3-1010.

SPECIAL LAST MINUTE ANNOUNCEMENT

Monday June 9 10:15 A.M. Breakfast	BRASSIERE FASHION SHOW AND CLINIC	PETER PAN FOUNDATIONS INC.	McALPIN HOTEL SUITE 460

A presentation for the press of the Merry-Go-Round Bras, combined with an informal demonstration by the company's stylist and figure consultant on how to wear a brassiere properly. On Tuesday, June 10, 10:15 A.M., this showing will be repeated at a breakfast for the trade. By invitation only. Publicity: Margaret Halmy Associates, MA. 4-0236.

Friday
June 6

RETURN ENGAGEMENT: "HENRY V" (Movie) BROADWAY THEATRE, WEST 53RD & B'WAY
Return engagement of Laurence Olivier's $4,000,000 technicolor adaptation of the Shakespearean play, made in England, and released by United Artists, with Laurence Olivier in the title role. Produced and directed by Laurence Olivier. Costumes: Roger Furse. Continuous showings at popular prices. Publicity: Tess Michaels, BR. 9-7300.

Friday
June 6

PREMIERE: "CHEYENNE" (Movie) STRAND THEATRE, B'WAY AND 47TH STREET
Warner Brothers western comedy-drama set in Cheyenne, 1872, with Jane Wyman, Dennis Morgan, Janis Paige, Alan Hale and Bruce Bennett. Director: Raoul Walsh. Producer: Robert Buckner. Costumes: Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.

Saturday
June 7

PREMIERE: "THE WOMAN ON THE BEACH" (Movie) RKO PALACE, B'WAY & 47TH ST.
RKO-Radio melodrama about the young wife of a blind painter infatuated with a Coast Guard lieutenant. Cast includes, Joan Bennett, Robert Ryan and Charles Bickford. Producer: Jack J. Gross. Director: Jean Renoir. Costumes: Edward Stevenson. Publicity: Rutgers Neilson, CO. 5-6500.

Wednesday
June 11

PREMIERE: "DEAR RUTH" (Movie) PARAMOUNT THEATRE, BROADWAY AND 43RD ST.
Paramount Pictures' comedy based on the play by Norman Krasna about a young woman confronted with a soldier to whom her teen-age sister has been writing affectionate letters. Cast includes Joan Caulfield, William Holden, Mona Freeman, Edward Arnold and Billy DeWolfe. Producer: Paul Jones. Director: William D. Russell. Costumes: Edith Head. Publicity: Aileen St. John Brenon, BR. 9-8700.

Wednesday
June 11

PREMIERE: "IT HAPPENED ON FIFTH AVENUE" (Movie) RIVOLI THEATRE, B'WAY 49TH
Allied Artists' comedy about a man who takes over a Fifth Avenue mansion in the absence of its owners. Cast includes, Gale Storm, Ann Harding, Don DeFore, Charles Ruggles and Victor Moore. Produced and directed by Roy Del Ruth. Costumes by Lorraine MacLean. Publicity: Madeleine White, BR. 9-0717.

Friday
June 13

PREMIERE: "NEW ORLEANS" (Movie) WINTER GARDEN THEATRE, B'WAY & 50TH ST.
United Artists' musical about the birth of jazz down South, with Irene Rich, Dorothy Patrick, Arturo De Cordova, Louis Armstrong, Bonnie Bigard, Kid Ory, Woody Herman and Bud Scott. Directed by Arthur Lubin; produced by Jules Levey. Costumes: Elmer Ellsworth. Publicity: Tess Michaels, CI. 5-6000.

Sunday
June 15-
June 22

ROY ROGERS CIRCUS POLO GROUNDS, EIGHT AVENUE AND 155TH STREET
Roy Rogers Circus, with Roy Rogers, Trigger, Bob Nolan and the Sons of the Pioneers, and horses, clowns, elephants, trapeze artists, lions, tigers. Prices: 60¢ (children)- $3.00. Seats on sale at Polo Grounds Box Office; New York Giants Box Office, 104 W. 42nd St.,; Gimbel's, Sixth Floor; and Davega Sports Stores. Publicity: Art Jones, CO. 5-0060.

Beginning
Monday
June 16-
August 9

STADIUM CONCERT PERFORMANCES, LEWISOHN STADIUM, 138TH AT AMSTERDAM AVE.
Thirtieth consecutive Stadium concert season, presenting leading orchestras and soloists in open-air recitals of popular and classical music. This years' guests will include Lauritz Melchior, Jesus Maria Sanroma, Ruggiero Ricci, Felix Knight, and others. Tickets (unreserved): 30¢-60¢. Reserved seats: $1.20-$2.40. Table seating eight: $24.00. Publicity: Margaret Hartigan, CI. 6-4462.